LEO BURNETT, U.S.A.

More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means that *every Exchange and Commissary* that keeps Philip Morris brands in stock at every location, all the time, will please more customers.

Check your shelves – and check your Philip Morris order, too. Make sure it's up to date with our growth.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

The People Pleasers come from **Philip Morris USA**

2061193958

Source: https://www.industrydocuments.ucsf.edu/docs/fjhx0001